



Counties: Marshall, AL



2000 Total Population	82,231
2000 Group Quarters	972
2008 Total Population	88,741
2013 Total Population	93,096
2008 - 2013 Annual Rate	0.96%



2000 Households	32,547
2000 Average Household Size	2.5
2008 Households	34,888
2008 Average Household Size	2.52
2013 Households	36,637
2013 Average Household Size	2.51
2008 - 2013 Annual Rate	0.98%
2000 Families	23,527
2000 Average Family Size	2.96
2008 Families	24,940
2008 Average Family Size	3.02
2013 Families	25,933
2013 Average Family Size	3.04
2008 - 2013 Annual Rate	0.78%



2000 Housing Units	36,331
Owner Occupied Housing Units	66.9%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	10.4%
2008 Housing Units	40,281
Owner Occupied Housing Units	65.3%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	13.4%
2013 Housing Units	42,910
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	14.6%

Median Household Income

2000	\$32,378
2008	\$38,258
2013	\$42,105

Median Home Value

2000	\$76,226
2008	\$108,143
2013	\$111,886

Per Capita Income

2000	\$17,089
2008	\$19,151
2013	\$20,761

Median Age

2000	36.9
2008	38.9
2013	40.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Marshall, AL

**2000 Households by Income**

Household Income Base	32,636
< \$15,000	22.9%
\$15,000 - \$24,999	15.1%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	6.4%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	0.7%
\$200,000+	1.1%
Average Household Income	\$42,754

2008 Households by Income

Household Income Base	34,888
< \$15,000	18.2%
\$15,000 - \$24,999	13.9%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	7.8%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.2%
\$200,000+	1.2%
Average Household Income	\$48,382

2013 Households by Income

Household Income Base	36,637
< \$15,000	16.8%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	9.7%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	1.3%
\$200,000+	1.3%
Average Household Income	\$52,397

2000 Owner Occupied HUs by Value

Total	24,323
<\$50,000	26.6%
\$50,000 - 99,999	42.1%
\$100,000 - 149,999	15.2%
\$150,000 - 199,999	7.2%
\$200,000 - \$299,999	5.3%
\$300,000 - 499,999	2.5%
\$500,000 - 999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$100,706

2000 Specified Renter Occupied HUs by Contract Rent

Total	7,962
With Cash Rent	87.2%
No Cash Rent	12.8%
Median Rent	\$301
Average Rent	\$284

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Marshall, AL



2000 Population by Age

Total	82,231
0 - 4	6.7%
5 - 9	7.1%
10 - 14	6.8%
15 - 19	6.8%
20 - 24	5.9%
25 - 34	13.7%
35 - 44	15.3%
45 - 54	13.0%
55 - 64	10.4%
65 - 74	8.0%
75 - 84	4.7%
85+	1.5%
18+	75.1%

2008 Population by Age

Total	88,741
0 - 4	6.8%
5 - 9	6.6%
10 - 14	6.4%
15 - 19	6.1%
20 - 24	5.5%
25 - 34	13.1%
35 - 44	14.3%
45 - 54	14.6%
55 - 64	12.0%
65 - 74	8.1%
75 - 84	4.8%
85+	1.8%
18+	76.5%

2013 Population by Age

Total	93,096
0 - 4	6.6%
5 - 9	6.3%
10 - 14	6.5%
15 - 19	6.3%
20 - 24	5.4%
25 - 34	11.4%
35 - 44	13.6%
45 - 54	15.2%
55 - 64	13.4%
65 - 74	8.3%
75 - 84	5.0%
85+	2.1%
18+	76.7%

2000 Population by Sex

Males	48.7%
Females	51.3%

2008 Population by Sex

Males	49.0%
Females	51.0%

2013 Population by Sex

Males	49.2%
Females	50.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Marshall, AL

**2000 Population by Race/Ethnicity**

Total	82,231
White Alone	93.4%
Black Alone	1.5%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	3.2%
Two or More Races	1.1%
Hispanic Origin	5.7%
Diversity Index	22.1

2008 Population by Race/Ethnicity

Total	88,741
White Alone	90.8%
Black Alone	1.5%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	5.2%
Two or More Races	1.4%
Hispanic Origin	9.1%
Diversity Index	31.1

2013 Population by Race/Ethnicity

Total	93,096
White Alone	88.8%
Black Alone	1.6%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	6.9%
Two or More Races	1.6%
Hispanic Origin	11.9%
Diversity Index	37.6

**2000 Population 3+ by School Enrollment**

Total	79,120
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	11.6%
Enrolled in Grade 9-12	5.0%
Enrolled in College	2.7%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	77.0%

2008 Population 25+ by Educational Attainment

Total	60,922
Less than 9th Grade	9.5%
9th - 12th Grade, No Diploma	15.9%
High School Graduate	32.5%
Some College, No Degree	19.3%
Associate Degree	7.1%
Bachelor's Degree	10.1%
Graduate/Professional Degree	5.6%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Marshall, AL

**2008 Population 15+ by Marital Status**

Total	71,169
Never Married	17.2%
Married	63.3%
Widowed	7.6%
Divorced	11.9%

**2000 Population 16+ by Employment Status**

Total	64,209
In Labor Force	60.6%
Civilian Employed	57.0%
Civilian Unemployed	3.5%
In Armed Forces	0.1%
Not in Labor Force	39.4%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	94.0%
Civilian Unemployed	6.0%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	94.5%
Civilian Unemployed	5.5%

2000 Females 16+ by Employment Status and Age of Children

Total	33,470
Own Children < 6 Only	8.7%
Employed/in Armed Forces	4.5%
Unemployed	0.6%
Not in Labor Force	3.6%
Own Children < 6 and 6-17 Only	6.2%
Employed/in Armed Forces	3.4%
Unemployed	0.3%
Not in Labor Force	2.4%
Own Children 6-17 Only	16.8%
Employed/in Armed Forces	11.3%
Unemployed	0.7%
Not in Labor Force	4.8%
No Own Children < 18	68.3%
Employed/in Armed Forces	27.8%
Unemployed	1.7%
Not in Labor Force	38.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



Counties: Marshall, AL

**2008 Employed Population 16+ by Industry**

Total	38,911
Agriculture/Mining	1.7%
Construction	8.5%
Manufacturing	23.5%
Wholesale Trade	3.4%
Retail Trade	14.0%
Transportation/Utilities	4.2%
Information	1.4%
Finance/Insurance/Real Estate	4.3%
Services	34.2%
Public Administration	4.7%

2008 Employed Population 16+ by Occupation

Total	38,911
White Collar	50.7%
Management/Business/Financial	11.3%
Professional	15.7%
Sales	13.1%
Administrative Support	10.5%
Services	13.7%
Blue Collar	35.7%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	6.3%
Production	13.7%
Transportation/Material Moving	7.5%

**2000 Workers 16+ by Means of Transportation to Work**

Total	36,048
Drove Alone - Car, Truck, or Van	82.3%
Carpooled - Car, Truck, or Van	13.1%
Public Transportation	0.1%
Walked	1.0%
Other Means	0.7%
Worked at Home	2.7%

2000 Workers 16+ by Travel Time to Work

Total	36,048
Did Not Work at Home	97.3%
Less than 5 minutes	3.8%
5 to 9 minutes	14.3%
10 to 19 minutes	35.3%
20 to 24 minutes	11.2%
25 to 34 minutes	11.5%
35 to 44 minutes	5.0%
45 to 59 minutes	8.2%
60 to 89 minutes	5.1%
90 or more minutes	2.9%
Worked at Home	2.7%
Average Travel Time to Work (in min)	24.2

2000 Households by Vehicles Available

Total	32,547
None	6.9%
1	29.2%
2	40.6%
3	17.4%
4	4.4%
5+	1.5%
Average Number of Vehicles Available	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Counties: Marshall, AL



2000 Households by Type

Total	32,547
Family Households	72.3%
Married-couple Family	57.8%
With Related Children	25.7%
Other Family (No Spouse)	14.5%
With Related Children	9.5%
Nonfamily Households	27.7%
Householder Living Alone	24.6%
Householder Not Living Alone	3.1%

Households with Related Children	35.2%
Households with Persons 65+	25.8%

2000 Households by Size

Total	32,547
1 Person Household	24.6%
2 Person Household	35.4%
3 Person Household	18.1%
4 Person Household	14.2%
5 Person Household	5.2%
6 Person Household	1.5%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	32,547
Moved in 1999 to March 2000	18.8%
Moved in 1995 to 1998	27.9%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	15.3%
Moved in 1970 to 1979	10.3%
Moved in 1969 or Earlier	11.0%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	36,331
1, Detached	71.1%
1, Attached	1.1%
2	2.8%
3 or 4	2.5%
5 to 9	2.9%
10 to 19	0.4%
20+	1.0%
Mobile Home	17.9%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	36,331
1999 to March 2000	3.0%
1995 to 1998	11.2%
1990 to 1994	10.6%
1980 to 1989	18.6%
1970 to 1979	20.3%
1969 or Earlier	36.3%
Median Year Structure Built	1977

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Counties: Marshall, AL

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Salt of the Earth
3.	Rooted Rural



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$49,993,095
Average Spent	\$1,432.96
Spending Potential Index	53
Computers & Accessories: Total \$	\$5,042,091
Average Spent	\$144.52
Spending Potential Index	60
Education: Total \$	\$26,108,778
Average Spent	\$748.36
Spending Potential Index	54
Entertainment/Recreation: Total \$	\$90,454,984
Average Spent	\$2,592.72
Spending Potential Index	70
Food at Home: Total \$	\$117,646,012
Average Spent	\$3,372.11
Spending Potential Index	69
Food Away from Home: Total \$	\$78,931,059
Average Spent	\$2,262.41
Spending Potential Index	66
Health Care: Total \$	\$110,149,148
Average Spent	\$3,157.22
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$47,579,570
Average Spent	\$1,363.78
Spending Potential Index	59
Investments: Total \$	\$16,969,468
Average Spent	\$486.40
Spending Potential Index	48
Retail Goods: Total \$	\$653,019,613
Average Spent	\$18,717.60
Spending Potential Index	69
Shelter: Total \$	\$313,244,386
Average Spent	\$8,978.57
Spending Potential Index	58
TV/Video/Sound Equipment: Total \$	\$32,945,873
Average Spent	\$944.33
Spending Potential Index	66
Travel: Total \$	\$40,163,573
Average Spent	\$1,151.21
Spending Potential Index	61
Vehicle Maintenance & Repairs: Total \$	\$23,766,543
Average Spent	\$681.22
Spending Potential Index	69

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.